

Ep #63: Commitment to Outcome Ratio



Full Episode Transcript

With Your Host

Lindsey Mango

[Anything but Average](#) with Lindsey Mango

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Hey guys, before we jump into today's episode, I want to make sure that you know next week, Wednesday June 16th at 3:30PM Eastern time, I'm going to be doing a 90-minute free training called 3 Steps to Start a Coaching Business. Mark your calendar. I'm going to be breaking down the three things you need in order to start a coaching business.

So, if you've been asking questions like, "I think I want to be a coach but how do I get started?" or, "How do I become a coach?" or, "I know I want to start a coaching business but how do I actually do that?" you have got to be on this training.

Go to lindseymangocoaching.com/3stepstostart. You can also go to the show notes; the link will be there. I will see you guys on the training and let's jump into today's episode.

Welcome to the *Anything but Average Podcast* where I will teach you how to create a coaching business one step at a time. I'm Lindsey Mango, a life coach passionate about helping you create the life of your wildest dreams by creating a coaching business. Let's get started.

Hello and welcome back to another week and another episode of *Anything but Average*. Guys how are you? I have a little pro tip for you this morning. Actually, when this podcast goes live, this will have happened a month ago. I'm getting really far ahead on my podcast episodes. And I recorded a Reel – kind of new to Reels. Having fun with it.

And I recorded this Reel where I'm jumping around and my feet never hit the floor. And it took me like an hour and I was sweating my butt off and worked so, so, so hard on it. And then I go to load it and you know how your Apple computer has the spinning wheel of death? Well, Instagram has the spinning wheel of death in its own form.

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And it basically does this thing where it doesn't load your video and it's like bad network connection, even though there isn't a bad network connection. And you keep trying to hit the reload button and it does nothing. It just stays red.

And then, guess what happens. Your video disappears. I was not happy about it. I have to say, it's been a while since I've felt – it's so funny now looking back. But in the moment, I was fuming. I wanted to chuck my phone out the window and was just so angry because I'd spent probably two hours putting this Reel together and then it just disappeared out into the ethernet. That's a thing.

So, my pro tip is that if you ever make something like that, like a Reel, that takes a lot of time, you can save it before you load it. Do that. Please, save yourself some time. Save yourself what I had to do, which was rerecord the whole thing.

I spent time, after I gave myself space to feel just totally mad and annoyed about it, to sell myself on why I was amazing that I got to refilm it. And it was. And it was a huge hit and it was really fun. Anyway, that's my little pro tip for you guys today.

Alright, before we jump in, I just wanted to share with you guys that every single day that I go into Anything but Average to coach and give the community support – you get lifetime unlimited access to coaching inside the community when you join as well as weekly coaching with me in the program, lifetime access to that as well.

Every time I go in there, one of the students is celebrating a new milestone. And we have three milestones in this program. The first one is I started my coaching business, the second one is I signed my first client, and the third one is I signed my third client.

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Now, we have students in there who are signing their 10th clients, who are making their first \$10,000 month. But that's where we start. We lay the foundation of your coaching business to create something like that. So, those are the three milestones we really focus on. Then you can take the process and really run with it.

And then you're also ready, like at that point, you're ready to join the mastermind, which is there to teach you how to turn your coaching business full-time, which will actually be opening again in September. We'll make sure to share the exact dates with you guys. I think we've already talked about it but I don't have them in front of me. So, that will open up in September.

But literally, every single day I go in there, somebody is celebrating, "I started my coaching business and I signed my first client, I signed my third client." And here's the thing. These are some of the hardest results to produce because you have to go from wanting to start, to making the decision, to feeling confident, to actually putting it out there in the world for the first time and telling people about what you're doing, which can be very scary.

And then signing your first client comes with lots of drama, "What if I don't know what I'm doing? What if I don't know how to coach them? What if they don't get results?" All of the things. And doing your first consult. And then signing your third client is getting to the place where you're like, "This is something I'm actually doing. This is who I am," and making that transformation.

So, that is why we focus on these three milestones in this program. So, make sure to join us. If you haven't started your coaching business and you want to, or you haven't gotten to a place where you sign your first or your third client, get inside this program. Go to

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lindseymangocoaching.com/anythingbutaverage and I will see you guys on the inside.

Alright, it took a while to get here, but here we are. So, today what I wanted to talk about is the commitment to outcome ratio. So, you guys, I've done podcasts on commitment before. I talk about it a lot. But I've been spending a lot of time thinking about this concept that I created called the commitment to outcome ratio.

And here's what I've realized. Your outcomes will always be a reflection of your level of commitment. The ratio between how committed you are to how big your outcomes are is always directly correlated.

So, what that means is if you're not getting the outcome you want, then there's something amiss in your level of commitment. If you want to create even better outcomes, you have to elevate your level of commitment. You can't give half-assed commitment to your coaching business, to getting it started and expect full-time massive outcomes. I'm going to say that again. You cannot give half-assed commitment to starting your coaching business and expect full-time results and outcomes in your business. It just doesn't work that way.

Now, here's the thing I want to share with you guys before we jump in. Commitment doesn't mean action. I'm going to say that again. Commitment doesn't mean action.

So, often, I see my students directly connect commitment with how hard they grind. They think if they're highly committed, that means they've got to burn the midnight oil and run themselves into the ground and work and think about work every single minute of every single day. That is not commitment. That is trying to control the outcome. That is actually taking action from I'm guessing some not useful thoughts that will not produce the outcomes that you want.

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This is how I teach my students to create very successful coaching businesses and start very successful coaching businesses without running themselves into the ground. A lot of them do it. Most of them do it while they're working a corporate job, while they're a mom, while they're juggling a couple of things all at once.

And I teach them how to create massive results in their coaching business without sacrificing everything in their life. That's because of this concept right here.

And when you directly correlate commitment to action, you're not doing the deep work on yourself, on your mindset the way you need in order to produce the outcomes you want. And that also can get very frustrating because now you're working even harder and you're still not getting the outcomes you want.

So, again, it comes back to the level of commitment to your outcome is always directly correlated to the outcomes you get.

Now, what I want to talk about today is the thoughts that create commitment versus the thoughts that don't create commitment. Because I want you guys to think of commitment as a feeling, not an action.

Now, yes, it will drive forward your action. When I wake up every day and I think about every single one of you guys and how your dream is to start a coaching business and my job is to help you close that gap and get started and chase your dream and start building the life you really want and the freedom you really want through your coaching business, I am compelled into action.

You couldn't stop me from wanting to take action because I feel so deeply and passionately connected to that mission. And it's something we also work on inside Anything but Average, identifying what your mission is and

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feeling connected to it so you are compelled into action. But that is a direct reflection of my commitment.

Here's the other side of it. I work three to four days a week. I don't start work until 11. I usually end work at five. I don't work at night. I don't work on the weekends. And I of course spent my four years in business getting myself to this place. But the reason why I can create such massive results is because of my commitment, because of the thinking I have that creates the feeling of commitment that drives forward actions that produce the results that I want.

And that doesn't have to take a lot of time. Think about it like this. If you are more committed, if you have thinking and a mindset that is more committed and you take the same action of posting, let's just say for example, like once a day, you will produce a better outcome.

It could take the exact same amount of time, but you will get better outcomes because of your level of commitment to your clients, to your business, to the results you want in your life.

So, here is the difference between committed thoughts versus not committed thoughts, or higher-level committed thoughts versus lower-level committed thoughts. Here are some examples. You can come up with your own too and this is something I teach an entire module in *Anything but Average* on commitment and how to get to a higher level of commitment to start your coaching business.

But here they are. The first thought, "I'm willing to do whatever it takes." Now, you might hear that and you're like, "Oh, but that's an action." But it's not. Being willing to do whatever it takes doesn't mean you don't sleep at night because you're working. It's just having access to this idea that you're willing to try anything, that you are so committed to your outcome that it doesn't matter how long it takes, what it will take, how uncomfortable you

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have to get, you're going to be willing to do it. You could do that in a couple hours a day.

The next thought is this is my priority. Does that mean that it comes before your kids? Absolutely not. But does it mean that you prioritize your dream at close to the top of your list? 100%.

For me, my dream of starting a coaching business came before my job. Does that mean I didn't show up for my job? Absolutely not. My job, I looked at my job as an investment in myself and my business. It paid for my investments in myself. So, I showed up. I did my job.

But I always thought about what my coaching business needed first. That never fell on the backburner, which was why it was prioritized higher on the list. I actually spent more time at my job. I probably only spent 30 minutes to an hour working on my business when I first got started. That's all the time it took to create a full-time business and replace my corporate salary.

But it worked because my coaching business was never an afterthought. It was never something that came after I had more time or after my job or whatever. Even if I built time in after my job. It was something I always prioritized, that was in my schedule, the way I prioritize working out, the way I prioritize showing up at my job. So, this is my priority.

Another thought "I won't stop until I get there." This creates a level of commitment that no matter the outcomes you get, you are committed until you get the outcome you want. That creates the feeling of commitment.

Commitment actually gives you more peace. It gives you more calm. You're not as flustered because every single result you get doesn't spin you out into, "Oh, I shouldn't be doing this." Your commitment is just there. It's a constant. Especially when you have the thought, "I won't stop until I get there."

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The next thought is, “I’m responsible for my outcomes. I create my outcomes.” When you have the belief you are committed to your outcome, you feel you play the biggest role in creating those outcomes. And therefore you are committed to it. So, these are just a couple of examples of some thought that create commitment.

I wrote some notes, if you can hear me flipping the paper. So, here are some thoughts that create the opposite. And really quick before I move on, those thoughts create the ratio, the commitment to outcome ratio of high outcomes, great outcomes, the outcomes that you want.

Now, here are the thoughts that create a lower level commitment and in turn create a lower level of outcome, “I’ll try this out and see what happens.” You can even feel that in my voice. Of course, I changed my pitch.

But when you have that thought, you’re just like dipping your toe in. And when you dip your toe in, you’re not going to produce the outcomes you want. Any time you fail, any time you get scared, you’re going to back off. And in turn, you’re not going to get the outcome you want.

The next thought, “I can only give this X amount of time.” Now, again, I’m also not saying this means you have to work 24/7, but immediately you’re saying, like, “This only gets so much of my time,” instead of, “I’m going to figure out a way to spend the time that’s required to take in order to produce the outcomes I want.” Immediately, that makes your actions less productive. It creates lower level outcomes.

The next one, “I’ll be all in if I start seeing results.” So, this shows up for a lot of people where they’re like, “If people start liking my posts, then I’ll be committed.” Meaning you don’t say this outwardly, but internally you’re like, “Oh I’m not going to show up today. Nobody liked my post, nobody commented, or nobody’s showing interest. I’ve been posting for 30 days or

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I've been trying this out or I've been testing out my audience to see if I should start a coaching business and no one's responding."

You're making your commitment contingent upon the results you produce and in turn you just stay stuck in the cycle because that commitment is producing that result and then you use that as confirmation of why you shouldn't be committed and then you keep producing that over and over and over again and get less committed.

Next one "If people in my life support me, then I'll go all in on it." This shows up for a lot of people waiting on their spouse, their friends, their uncles, their brother, their whatever to support them and be fully committed to the outcome that they want. And you're not in control of the outcome. You're waiting on life. You're waiting on circumstances. You're waiting on other people to be committed, which isn't all-in commitment, which isn't going to create all-in outcomes.

The last example I have is, "If it's comfortable, then I'll do it." Meaning, "If I have the money to invest in Anything but Average, if I have the time, if I have the support, if I have..." whatever, you fill in the blank. This means your commitment is only there essentially if it's comfortable. It's only there if life and circumstances all line up. Guess what happens. Life and circumstances won't ever line up perfectly for you to go after what you want. You've seen that already.

When your commitment is contingent upon that, your outcomes will be contingent upon that. The commitment to outcome ratio will be low. That's why this ratio is so important.

Now, here's the thing I want to offer you guys. If you're stuck in low commitment, all this takes is a decision. All this takes is getting to a place where you really believe, "I'm willing to do whatever it takes."

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Again, this is something I teach you, how to create commitment to starting your coaching business, inside of the program. But this is also something that changes the minute you join the program. This is why so many people go from years, literally, of wanting to start their coaching business to starting it in the first 30 days because they go from thinking, “I’ll start when I’m ready. I’ll start when I have more time, when I have more money...” all of the things.

And I’m not mocking you guys. Trust me, I was there for like six years. But you don’t have to wait that long. I actually didn’t know coaching existed until like the last year – meaning the last year of those six years of telling myself all of the things.

But the minute you make the decision to invest money, to make the investment in yourself, you’re saying, “I’m willing to find a way no matter what. I’m willing to find the money right now, no matter what. I’m willing to make this commitment no matter what. I’m willing to put so much skin in the game that I’m not going to give myself the option to back out on my dream anymore.”

That creates a new level of commitment. That creates commitment no matter what. I’ll never forget thinking, when I made the first investment in myself, that I noticed I would get really excited about something and then it would fizzle out and then I would kind of just go back to my old habits. And then I would get really excited again and then it would fizzle out. And that whole cycle kept going and going and going.

And I remember thinking, “I’ve got to put skin in the game. I’ve got to invest so much in myself that it’s not an option for me to back out anymore.” Because I know my human brain – at the time I didn’t talk about it like that, but I was like, “I know I’m going to get less excited, life’s going to happen, it’s going to get busy, the furnace is going to go out, I’m going to want to not show up for the things that I want. And I have to find a way to commit

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myself so strongly to it that it's not an option because that's how important my dream is."

And that's what happens when you make the decision to join Anything but Average, when you make the decision to invest in yourself. You decide, this isn't optional anymore. Waiting on more money, waiting until its comfortable, waiting until I have more time, waiting until I have more support, it doesn't matter. I'm taking charge. I'm taking control over my outcomes, over my commitment. I'm making it not an option. And that's when everything will start to change.

That changes the minute you decide to join the program. So, if you find yourself constantly talking yourself out of your dream of starting a coaching business, just go back to the idea that your commitment is lower. This isn't a problem. You don't have to judge yourself for it. But what is going to make your dream of starting a coaching business not optional? Then take that step. That's when you will start your coaching business and start producing the outcomes you want.

That's when you will be in charge, not your life circumstances, not waiting on all these other things to line up. And that's when you will get what you want. So, remember, your commitment to outcome ratio will never lie. Your level of commitment will always equal your level of outcome.

If you want to raise that, join Anything but Average. If you want to start a coaching business, you have to get to a place where you're committed no matter what. And it's okay if you doubt that you'll be able to do that, but join Anything but Average so I can teach you and show you how to have that level of commitment so you don't back out on your dream.

I love you guys. Go to lindseymangocoaching.com/anythingbutaverage and I will see you next week. Bye.

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If you're ready to take this work deeper and create your own coaching business, join us in Anything but Average, where I will walk you through the step-by-step process to become a coach, start your coaching business, and start signing clients. Go to lindseymangocoaching.com/anythingbutaverage and I will see you on the inside.